

Colour

Colors Color with Purpose Clarity, Focus, Brand Expression In the Play+ ecosystem, color is a primary method of communication. It is engineered to be intuitive and accessible while creating a distinct and engaging brand experience. This system is designed to provide clarity, guide user attention, and build a consistent visual language across all platforms.

Core Color Principles ■ Our approach is guided by four principles to ensure consistency, usability, and expressive brand articulation. **Principle Design Guideline Developer Implementation Systematic** Use a token-based system for all colors. Avoid raw hex codes. Reference only tokens (e.g., ``$color-background-surface``) to enable system-wide theme changes. **Accessible** All text/UI color combinations must meet WCAG 2.2 AA contrast standards by default. Use pre-validated token pairs. Automate checks in CI/CD pipelines using tools like Axe. **Intentional** Apply color purposefully to guide the user and reinforce hierarchy. Link functional tokens to logic/state (e.g., focus, error, success). **Expressive** Use brand colors strategically to inject personality and create memorability. Apply accents/gradients to impactful moments like hero areas or success messages.

The Core Palette ■ The selection of our core palette was informed by a brand strategy session focused on amplifying our Engaging and Distinct pillars. The result was the "Kinetic Flow" direction—a concept built around vibrancy and momentum. This led to the adoption of a more expressive palette that supports a dynamic and modern user experience while being anchored by a robust, accessible foundation. **Principle Color Description Token Light Dark Primary Pink** Used for key actions, links, highlights, and active states

``$color-primary-default` `#E91E63` `#ED4B82`` **Secondary Purple** Used for secondary actions, illustrations, and accents ``$color-secondary-default` `#9C27B0` `#BD6ECA``

Tertiary Deep Purple Used for layout variety and tertiary-level UI ``$color-tertiary-default` `#673AB7` `#8561C5`` **Semantic Colors** ■ For conveying statuses like success, warning, and error. Must be used with icons or text. **Use Case Token Light Dark Success**

``$color-feedback-success` `#4CAF50` `#81C784`` **Error** ``$color-feedback-error` `#F44336` `#E57373`` **Warning** ``$color-feedback-warning` `#FF9800` `#FFB74D`` **Info**

``$color-feedback-info` `#2196F3` `#64B5F6`` **Success** Success: Operation completed
Information Info: Additional details **Warning** Warning: Please review **Error** Error:

Something went wrong **Neutrals** ■ Base colors for background, surface, borders, and text. **Role Token Light Dark Primary Text** ``$color-text-primary` `#6B7280` `#D1D3D8`` **Surface**

``$color-background-surface` `#FFFFFF` `#2D3036`` Border ``$color-border-default`
`#BBBEC5` `#4C515B` Color Scales for Systematic Theming ■ To support consistent
 theming across light and dark modes, each core color follows a 0–900 tonal scale. These
 scales allow us to generate meaningful variants for hover, disabled, background, and text
 states. Light Theme Dark Theme Light Button States ■ Normal → Hover → Active Usage
 Tip: In dark mode, reverse the tonal mapping: values like 700 or 900 become the new
 base, while lighter tones are used for disabled or background elements. Primary Palette
 Persona Variations ■ To demonstrate our Metamorphic soul, we support theme variations
 aligned to different user personas. Persona 1: The Creator ■ Bold, expressive, high impact
 Color Token Light Dark Rose `$color-primary-default` `#FA709A` `#FBADAE` Marigold
`$color-primary-hover` `#FEE140` `#FEE765` Soft Pink `$color-primary-active` `#FDB5C8`
`#FDC4D3` Light Theme Dark Theme Persona 2: The Analyst ■ Professional, precise,
 trustworthy Role Token Light Dark Base `$color-primary-default` `#007AFF` `#339DFF`
 Hover `$color-primary-hover` `#0062CC` `#66B8FF` Active `$color-primary-active`
`#004C99` `#8CCBFF` Light Theme Dark Theme Persona 3: The Minimalist ■ Calm,
 focused, understated Role Token Light Dark Base `$color-primary-default` `#228B22`
`#3CB371` Hover `$color-primary-hover` `#1A691A` `#66C28A` Active
`$color-primary-active` `#124712` `#8FD1A8` Light Theme Dark Theme Gradient Usage:
 The Science of Smooth Color ■ Gradients represent our brand's Fluid soul. Well-crafted
 gradients feel seamless, natural, and immersive. Best Practices ■ Bold, expressive, High
 impact Application & Implementation ■ Theming & the 'Metamorphic' Soul ■ $
color-primary-default : #e91e63 ; $ color-secondary-default : #9661f1 ; $
color-tertiary-default : #9661f1 ; State Changes ■ State Light Mode Dark Mode Hover 10%
 darker 10% lighter Active 20% darker 20% lighter Disabled Neutral color @ 40% opacity
 Same Accessibility ■ Guidance for Customization ■ Pick a Primary Color Ensure 4.5:1
 contrast with Color-Primary-default Choose a Complementary Secondary Validate Full
 Palette Run contrast tests with token pairs Guardrails ■ Color in Motion ■ Motion paired
 with color can guide, reassure, or delight. Use subtle color transitions to communicate
 system state changes or reinforce engagement. Motion Use Example On Hover Fade-in
 with slight tint change On Load Accent color streak or shimmer On Success Color pulse
 combined with checkmark Final Notes & Next Steps ■ Color is more than aesthetic—it's
 semantic, strategic, and sensorial. In the Play+ system, we use color not only to create
 clarity and cohesion but also to evoke emotion and drive action. When applied with
 precision and intent, color becomes a silent interface—guiding, informing, delighting. This`

guide is not just a rulebook—it's a living contract between your brand and your users. Use it to create immersive, inclusive, and unmistakably Play+ experiences.

```
$color-primary-default: #e91e63;  
$color-secondary-default: #9661f1;  
$color-tertiary-default: #9661f1;
```